

## Amendments to the Claims

This listing of claims will replace all prior versions and listings of claims in this application:

### Listing of Claims

1-22. (Canceled).

23. (Previously Presented) A system for controlling the presentation of advertisements to a television viewer, comprising:

an advertising database that stores an advertisement, wherein said advertisement is a programming-related advertisement for a network, channel, or programming on a network or channel; and

television viewer equipment configured to:

receive said advertisement from said advertising database;

receive advertisement control information associated with said advertisement, wherein said advertisement control information schedules said advertisement for display by said television viewer equipment;

determine whether or not said advertisement from said advertising database is for a network, channel, or programming on a network or channel that is received by said television viewer equipment; and

unschedule said display of said advertisement when said television viewer equipment determines that said advertisement is for a network, channel, or programming on a network or channel that is not received by said television viewer equipment.

24. (Previously Presented) The system defined in claim 23 further comprising a program guide database that stores program guide information, wherein said television viewer equipment is further configured to receive said program guide information from said program guide database and use said program guide information to unschedule said display of said advertisement on said television viewer equipment.

25. (Previously Presented) The system defined in claim 23 further comprising a channel map database that stores channel map information, wherein said television viewer equipment is further configured to receive said channel map information from said channel map database and use said channel map information to unschedule said display of said advertisement on said television viewer equipment.

26. (Previously Presented) The system defined in claim 23 wherein said television viewer equipment is further configured to unschedule said display of said advertisement on said television viewer equipment if the channel, network, or programming is unavailable to said television viewer equipment.

27. (Previously Presented) The system defined in claim 23 wherein said television viewer equipment is further configured to unschedule said display of said advertisement on said television viewer equipment if the channel, network, or programming is undesired by said television viewer.

28. (Previously Presented) The system defined in claim 23 wherein said television viewer equipment is further configured to unschedule said display of said advertisement on said television viewer equipment when the network, channel, or programming should have corresponding program guide information and does not have said corresponding program guide information.

29. (Previously Presented) The system defined in claim 23 wherein said advertising database is part of a television distribution facility.

30. (Previously Presented) The system defined in claim 23 wherein said advertising database is part of a main facility.

31. (Previously Presented) A method for controlling the presentation of advertisements to a television viewer, the method comprising:

storing an advertisement in an advertising database, wherein said advertisement is a programming-related advertisement for a network, channel or programming on a network or channel;

receiving said advertisement from said advertising database with television viewer equipment;

receiving with said television viewer equipment advertisement control information associated with said advertisement, wherein said advertisement control information schedules said advertisement for display by said television viewer equipment;

determining with said television viewer equipment whether or not said advertisement from said advertising database is for a network, channel, or programming on a network or channel that is received by said television viewer equipment; and

unscheduling said display of said advertisement by said television viewer equipment when said television viewer equipment determines that said advertisement is for a network, channel, or programming on a network or channel that is not received by said television viewer equipment.

32. (Previously Presented) The method defined in claim 31 further comprising:

storing program guide information in a program guide database;

receiving with said television viewer equipment said program guide information from said program guide database; and

using said program guide information by said television viewer equipment to unschedule said display of said advertisement on said television viewer equipment.

33. (Previously Presented) The method defined in claim 31 further comprising:

storing channel map information in a channel map database;

receiving with said television viewer equipment said channel map information from said channel map database; and

using said channel map information by said television viewer equipment to unschedule said display of said advertisement on said television viewer equipment.

34. (Previously Presented) The method defined in claim 31 wherein unscheduling said display of said advertisement comprises unscheduling said display of said advertisement if the channel, network, or programming is unavailable to said television equipment.

35. (Previously Presented) The method defined in claim 31 wherein unscheduling said display of said advertisement comprises unscheduling said display of said advertisement if the channel, network, or programming is undesired by said television viewer.

36. (Previously Presented) The method defined in claim 31 wherein unscheduling said display of said advertisement comprises unscheduling said display of said advertisement when the network, channel, or programming should have corresponding program guide information and does not have said corresponding program guide information.

37. (Previously Presented) The method defined in claim 31 further comprising implementing said advertising database as a part of a television distribution facility.

38. (Previously Presented) The method defined in claim 31 further comprising implementing said advertising

database as a part of a main data storage and control facility.

39. (Previously Presented) A system for controlling the presentation of advertisements to a television viewer, the system comprising:

means for storing an advertisement in an advertising database, wherein said advertisement is a programming-related advertisement for a network, channel or programming on a network or channel;

means for receiving said advertisement from said advertising database with television viewer equipment;

means for receiving with said television viewer equipment advertisement control information associated with said advertisement, wherein said advertisement control information schedules said advertisement for display by said television viewer equipment;

means for determining with said television viewer equipment whether or not said advertisement from said advertising database is for a network, channel, or programming on a network or channel that is received by said television viewer equipment; and

means for unscheduling said display of said advertisement by said television viewer equipment when said television viewer equipment determines that said advertisement is for a network, channel, or programming on a network or channel that is not received by said television viewer equipment.

40. (Previously Presented) The system defined in claim 39 further comprising:

means for storing program guide information in a program guide database;

means for receiving with said television viewer equipment said program guide information from said program guide database; and

means for using said program guide information by said television viewer equipment to unschedule said display of said advertisement on said television viewer equipment.

41. (Previously Presented) The system defined in claim 39 further comprising:

means for storing channel map information in a channel map database;

means for receiving with said television viewer equipment said channel map information from said channel map database; and

means for using said channel map information by said television viewer equipment to unschedule said display of said advertisement on said television viewer equipment.

42. (Previously Presented) The system defined in claim 39 wherein said means for unscheduling said display of said advertisement comprises means for unscheduling said display of said advertisement if the channel, network, or programming is unavailable to said television viewer equipment.

43. (Previously Presented) The system defined in claim 39 wherein said means for unscheduling said display of said advertisement comprises means for unscheduling said display of said advertisement if the channel, network, or programming is undesired by said television viewer.

44. (Previously Presented) The system defined in claim 39 wherein said means for unscheduling said display of said advertisement comprises means for unscheduling said display of said advertisement when the network, channel, or programming should have corresponding program guide information and does not have said corresponding program guide information.

45. (Previously Presented) The system defined in claim 39 further comprising means for implementing said advertising database as a part of a television distribution facility.

46. (Previously Presented) The system defined in claim 39 further comprising means for implementing said advertising database as a part of a main data storage and control facility.

47-54 (Canceled).

55. (Previously Presented) A system for controlling the presentation of advertisements to a television viewer, wherein said advertisements are associated



with a television network having a network identifier,  
comprising:

an advertising database that stores an  
advertisement; and

television viewer equipment configured to:  
receive said advertisement from said  
advertising database;

receive advertisement control information  
associated with said advertisement, wherein said  
advertisement control information schedules said  
advertisement for display by said television viewer equipment  
and said advertisement control information contains a network  
identifier;

use said network identifier to determine  
whether any affiliate of said network is received by said  
television viewer equipment; and

unschedule said display of said  
advertisement when said television viewer equipment  
determines that said advertisement is for an affiliate of  
said network that is not received by said television viewer  
equipment.

56. (Previously Presented) The system of claim  
55 wherein said television viewer equipment is further  
configured to implement a program guide application that is  
configured to unschedule said display of said advertisement  
on said television viewer equipment when said affiliate is  
determined not to be received by the television viewer  
equipment.

57. (Previously Presented) A method for controlling the presentation of advertisements to a television viewer, wherein said advertisements are associated with a television network having a network identifier, the method comprising:

storing an advertisement in an advertising database;

receiving said advertisement from said advertising database with television viewer equipment;

receiving with said television viewer equipment advertisement control information associated with said advertisement, wherein said advertisement control information schedules said advertisement for display by said television viewer equipment and said advertisement control information contains a network identifier;

using said network identifier to determine with said television viewing equipment whether any affiliate of said network is received by said television viewer equipment; and

unscheduling said display of said advertisement by said television viewer equipment when said television viewer equipment determines that said advertisement is for an affiliate of said network that is not received by said television viewer equipment.

58. (Previously Presented) The method of claim 57 further comprising implementing a program guide application using said television viewer equipment, said program guide application configured to unschedule said display of said advertisement on said television viewer

equipment when said affiliate is determined not to be received by said television viewer equipment.

59. (Previously Presented) A system for controlling the presentation of advertisements to a television viewer, wherein said advertisements are associated with a television network having a network identifier, the system comprising:

means for storing an advertisement in an advertising database;

means for receiving said advertisement from said advertising database with television viewer equipment;

means for receiving with said television viewer equipment advertisement control information associated with said advertisement, wherein said advertisement control information schedules said advertisement for display by said television viewer equipment and said advertisement control information contains a network identifier;

means for using said network identifier to determine with said television viewing equipment whether any affiliate of said network is received by said television viewer equipment; and

means for unscheduling said display of said advertisement by said television viewer equipment when said television viewer equipment determines that said advertisement is for an affiliate of said network that is not received by said television viewer equipment.

60. (Previously Presented) The system of claim 59 further comprising means for implementing a program guide application using said television viewer equipment, said

program guide application configured to unschedule said display of said advertisement on said television viewer equipment when said affiliate is determined not to be received by said television viewer equipment.

61-62 (Canceled).